



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Roll et al.

Serial No.: 09/916,781

For: METHOD AND SYSTEM OF PROVIDING COMPETITIVE  
COMPARATIVE TERMS TO THE USER

Filed: July 27, 2001

Examiner: Florian M. Zeender

Art Unit: 3627

Confirmation No.: 8798

Customer No.: 27623

Attorney Docket No.: 2125.002USU

**Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

**AMENDMENT**

Dear Sir:

In response to the Office Action dated June 20, 2006, the period for response having been extended one (1) month up to and including October 20, 2006, Applicants respond as follows:

**Listing of the Claims** begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.